

New Hampshire’s tourism promotions add up to success.
Reserve your advertising space today.

- The Division of Travel & Tourism Development will spend \$2.4 million promoting travel to and around New Hampshire this year.
- The State advertises, and features its website, publications and toll-free number:
 - in popular magazines and travel guides including *Yankee Magazine*, *Yankee Travel Guide*, *Family Fun*, *Better Homes & Gardens*, *National Geographic Traveler*, *Travel & Leisure*, *Reader’s Digest*, *NY Times Magazine Sophisticated Traveler*, *AARP The Magazine*, *Country Home*, *Time Magazine*.
 - online at yankeemagazine.com, nationalgeographic.com/traveler, aarpmagazine.org, travelandleisure.com and links from media sites.
 - in many domestic and international newspapers and newspaper inserts.
 - on television in major markets, on radio and through direct mail.
 - in targeted marketing efforts throughout the Northeast.
- New Hampshire hosted more than 27 million visitors from July 2001 through June 2002 (fiscal year 2002).
- Travel and tourism is one of the state’s leading industries in terms of jobs and attracting dollars from out of state.
- *The Official New Hampshire Travel Guide*, the new publication that is a consolidation of *The Official New Hampshire Guidebook* and *Visitor’s Guide*, will be distributed both in-state and out-of-state.
- As a whole, advertising opportunities through The Division of Travel & Tourism Development projects outlined here currently feature over 1,200 businesses throughout New Hampshire.



New Hampshire
Division of Travel &
Tourism Development

For advertising sales and information, contact

Glen Group, representing the Official New Hampshire publications and websites
PO Box 2838, 170 Kearsarge Street
North Conway, NH 03860
Office 603-356-3030, Fax 603-356-3991
Email: sales@glengroup.com
Web: www.glengrouppublications.com

Chris Major: Sales for the Seacoast, Merrimack Valley, Monadnock & Dartmouth ·Lake Sunapee Regions. Cell phone: 603-662-6860.

Stan Evans: Sales for the White Mountains, Great North Woods & Lakes Regions. Cell phone: 603-387-1854.

The Official New Hampshire 2005
Travel Guide, Online Planner, www.visitnh.gov, E-Guide
Order Form—Side One

1. Complete both sides of this form—incomplete/unsigned forms will be returned.
2. Enclose all materials (copy/words, logo, photo) and payment with this insertion order.
3. All materials and payment due no later than **August 2, 2004**.
4. Date:_____
5. Member of New Hampshire Lodging & Restaurant Association (NHLRA)? ☐ Yes ☐ No

**Please send my
ad proof via**
☐ **email (pdf file)**
☐ **fax** ☐ **mail**

6. Information to appear in your ad	6a. Contact/Billing information
Business Name: _____	Contact Name: _____
Address: _____ _____	Business Name: _____
Town/Zip: _____	Address: _____ _____
Phone(s): _____	Town/Zip: _____
Fax: _____	Phone(s): _____
Web Address: _____	Fax: _____
Email: _____	Email: _____
Other: _____	Other: _____ _____
Region: _____	

7. Publication(s): Enclose **all** materials (copy, logo, photo) with this form.

A. Official New Hampshire Travel Guide Ad(s)—<i>Newly combined for 2005</i>—Premier tourism publication	Cost
1. AD SIZE _____ <input type="radio"/> REPEAT LAST YEAR’S AD <input type="radio"/> NEW AD ENCLOSED	\$ _____
2. AD SIZE _____ <input type="radio"/> REPEAT LAST YEAR’S AD <input type="radio"/> NEW AD ENCLOSED	\$ _____
3. AD SIZE _____ <input type="radio"/> REPEAT LAST YEAR’S AD <input type="radio"/> NEW AD ENCLOSED	\$ _____

B. www.visitnh.gov Ad(s)—<i>Newly redesigned in April 2004</i>—Official tourism website	
1. AD SIZE _____ <input type="radio"/> REPEAT LAST YEAR’S AD <input type="radio"/> NEW AD ENCLOSED	\$ _____

D. Online Planner Ad(s)—A special section of www.visitnh.gov for Group, Meeting & Event Planners	
1. AD SIZE _____ <input type="radio"/> REPEAT LAST YEAR’S AD <input type="radio"/> NEW AD ENCLOSED	\$ _____

E. E-Guide Ad(s)—Seasonal New Hampshire email newsletter	
1. AD SIZE _____ <input type="radio"/> SPRING <input type="radio"/> SUMMER <input type="radio"/> FALL <input type="radio"/> WINTER <input type="radio"/> REPEAT LAST YEAR’S AD <input type="radio"/> NEW AD ENCLOSED	\$ _____

	Subtotal: \$ _____
<input type="radio"/> NHLRA Members , deduct 10% from each ad. For information on becoming an NHLRA member, please call 603-228-9585.	\$ _____

Nonprofit organizations may place a FREE basic ad in <i>The Travel Guide</i> OR credit the cost of a basic ad toward a larger ad in the publication. A copy of a 501(c)3 must be filed with The Division of Travel and Tourism Development.	\$ _____
Total Amount Due:	\$ _____

COMPLETE & SIGN SIDE TWO

Both new AND repeat advertisers must complete all relevant sections

8. Index Choice—Select only one.

- ☐ attractions
- ☐ dining
- ☐ inns
- ☐ reservations services
- ☐ the arts
- ☐ bed & breakfasts
- ☐ golf
- ☐ marinas
- ☐ resorts
- ☐ transportation
- ☐ cabins & cottages
- ☐ historic sites & museums
- ☐ meetings & conventions
- ☐ science & nature
- ☐ winter activities & recreation
- ☐ camping
- ☐ hotels
- ☐ motels
- ☐ shopping & antiques
- ☐ condos & rentals
- ☐ information sources
- ☐ real estate
- ☐ summer sports & recreation

9. Lodging & Dining Symbols—Only applicable for 1/8-page ads or smaller. Check all that apply.

- ☐ major credit cards
- ☐ accessible facilities
- ☐ nonsmoking facilities
- ☐ restaurant
- ☐ lounge
- ☐ meeting facilities
- ☐ fireplaces
- ☐ kitchenettes
- ☐ indoor swimming
- ☐ pets allowed
- ☐ breakfast included
- ☐ internet access
- ☐ health-conscious menu alternatives

10. Campground Symbols—Only applicable for 1/8-page ads or smaller. Check all that apply.

- ☐ dump station
- ☐ electricity
- ☐ firewood
- ☐ fishing
- ☐ ice
- ☐ lp gas
- ☐ laundry
- ☐ leashed pets
- ☐ play area
- ☐ sewage
- ☐ shower
- ☐ store
- ☐ swimming
- ☐ water

11. www.visitnh.gov Categories—What IS your business? Please indicate.

- ☐ Agricultural Fairs
- ☐ Amusement Parks
- ☐ Bed &Breakfasts
- ☐ Biking
- ☐ Birdwatching
- ☐ Boating & Marinas
- ☐ Cabins & Cottages
- ☐ Camping
- ☐ Chambers of Commerce
- ☐ Condos/Vacation Rentals
- ☐ Country Inns
- ☐ Day Spas & Resorts
- ☐ Dining
- ☐ Family Attractions
- ☐ Festivals
- ☐ Fishing
- ☐ Galleries
- ☐ Golf
- ☐ Hiking & Climbing
- ☐ Historic Sites
- ☐ Hotels
- ☐ Hunting & Fishing
- ☐ Motels
- ☐ Museums
- ☐ Outdoor Adventure
- ☐ Outfitters, Guides & Tours
- ☐ Real Estate
- ☐ Resorts
- ☐ Shopping & Antiques
- ☐ Skiing & Snowboarding
- ☐ Snowmobiling
- ☐ Sporting Events
- ☐ Summer Camps
- ☐ Theaters
- ☐ Transportation
- ☐ Visitor Information Centers
- ☐ Walking Tours
- ☐ Wildlife Watching
- ☐ Winter Sports

11a. For lodging properties: Add a “Book It” button to your visitnh ad for **FREE**. Please fill in the following.

Central Reservations Service:_____ (i.e. WorldRes.com)

ID# or Property Code:_____

12. Deadline: Insertion order, all materials and payment are due no later than **August 2, 2004**.

13. Send order form, ad materials and payment to The Official New Hampshire Publications, c/o Glen Group, PO Box 2838, 170 Kearsarge St., North Conway, NH 03860. Fax 603-356-3991. Email sales@glengroup.com.

14. Payment—check one.

☐ Enclosed is a check for the total amount made payable to **Glen Group, Inc.**

☐ Charge my VISA/MasterCard (AMEX not accepted).

Number:_____ Exp. Date: _____

Name of cardholder: _____

Signature of cardholder: _____

15. Questions? To contact your sales representative call: **Chris Major:** Sales for the Seacoast, Merrimack Valley, Monadnock

& Dartmouth ·Lake Sunapee Regions. Cell phone: 603-662-6860. Or **Stan Evans:** Sales for the White Mountains, Great

North Woods & Lakes Regions. Cell phone: 603-387-1854. Or email us at sales@glengroup.com.

16. Advertiser Signature:_____ Date:_____

Notes/Copy Changes:_____

Publisher cannot guarantee position or format of any ad. See sales materials for additional policies.

Publication Deadlines for Insertion Order & Materials

February 1 through February 1	Contract year for www.visitnh.gov and Online Planner, with pro-rated rates available for earlier submission
May 1, 2004	2004 Summer E-Guide
August 2, 2004	2005–2006 Official New Hampshire Travel Guide
August 1, 2004	2004 Fall E-Guide
November 1, 2004	2004–2005 Winter E-Guide
February 15, 2005	2005 Spring E-Guide

General policies for all publications

Ad Position & Placement:

Publisher cannot guarantee position or format of any ad.

The back cover, inside covers and premium pages of *The Official New Hampshire Travel Guide* are sold on a first-come, first-served basis.

The banner ads on the *E-Guides* are sold on a first-come, first-served basis.

The tile ads on www.visitnh.gov are sold on a first-come, first-served basis and/or will rotate based upon number of tile ads purchased.

Ad Quality:

Subject matter, size, wording and photography of all advertising is subject to the approval of The New Hampshire Division of Travel & Tourism Development before or after acceptance for publication.

Photography:

All artwork for *The Official New Hampshire Travel Guide*—images and logos—must be high resolution (300 dpi) and either 1-color (black) or 4-color (CMYK) and should be in TIF, JPG or EPS format.

Images can be sent to Glen Group by any of the following avenues:

A. On a Mac-formatted Zip, Jazz or CD Rom.

B. Emailed to **sales@glengroup.com**.

C. Uploaded through **www.glengrouppublications.com**. Please indicate “Send to Sales Department” as well as which publication your artwork is to be used for.

D. Sent as a 35 mm slide or high-quality color print.

Ad Proofs:

Ad proofs will be provided to advertisers for all *Official New Hampshire Travel Guide* and *E-Guide* advertisements. Ad proofs will be emailed, mailed or faxed to each advertiser for approval. **Only two rounds of corrections are allowed**, after which an additional \$75 charge per round of corrections will be invoiced to the advertiser. Any unsigned ad proofs or ad proofs that are not returned within the time specified on the proof form will **be removed from the publications and subject to a \$100 charge**.

The final responsibility for accuracy within all advertisements is the sole responsibility of the advertiser.

Opportunities:

The publisher welcomes input from advertisers as to how these publications can work better for them. Other advertising opportunities such as bulk space purchases, inserts and special positions are available upon request, but limited, and subject to approval by The New Hampshire Division of Travel & Tourism Development.

Publication Copies:

After publication, every advertiser is mailed a copy. If you have guests who would like a copy, please suggest they visit www.visitnh.gov or call 1-800-FUN-IN-NH.

Commission:

Rates are not agency commissionable.

Questions?

Please contact your Sales Representative:

Chris Major: Sales for the Seacoast, Merrimack Valley, Monadnock & Dartmouth ·Lake Sunapee Regions. Cell: 603-662-6860.

Stan Evans: Sales for the White Mountains, Great North Woods & Lakes Regions. Cell: 603-387-1854.

Or fax us at 603-356-3991 or email us at sales@glengroup.com.

The 2005–2006 Official New Hampshire Travel Guide

Deadline: August 2, 2004

Pricing:

Ad Size	Ad Cost*	Words	Photos	Logo
Full Page\$473020041
3/4 Page\$338515030
1/2 Page\$242513520
1/4 Page\$164510010
1/8 Page\$9656511
Expanded Listing w/ Logo	..\$4505001
Basic Listing\$2502500
NH Store\$4754010
Mtg. & Conv. Grid\$145000
Inside Front Cover\$561020041
Inside Back Cover\$561020041
Back Cover\$647020041
Premium Position Pages	..\$531520041
Sponsor Logo\$10002501

This year, The Division of Travel & Tourism Development will be distributing this piece, The Official New Hampshire Travel Guide, as their sole tourism vehicle to promote New Hampshire to visitors and travelers.

It will be direct mailed to all those interested in New Hampshire, and will also be available at Welcome & Information Centers and chambers of commerce throughout the state.

The Official New Hampshire Travel Guide is also backed by The Division of Travel & Tourism Development's \$2.4 million advertising campaign.

*All Travel Guide pricing includes production costs.

Full & Premium Pages

The BALSAMS Grand Resort Hotel
The BALSAMS Grand Resort Hotel is a historic resort hotel located in the heart of the White Mountains. It is a National Historic Landmark and a AAA Five Diamond Award winner. The resort offers a variety of amenities including a golf course, spa, and fine dining. It is a perfect destination for a romantic getaway or a family vacation.

The Spaulding Inn
The Spaulding Inn is a historic resort hotel located in the heart of the White Mountains. It is a National Historic Landmark and a AAA Five Diamond Award winner. The resort offers a variety of amenities including a golf course, spa, and fine dining. It is a perfect destination for a romantic getaway or a family vacation.

3/4 Page

The Spaulding Inn
The Spaulding Inn is a historic resort hotel located in the heart of the White Mountains. It is a National Historic Landmark and a AAA Five Diamond Award winner. The resort offers a variety of amenities including a golf course, spa, and fine dining. It is a perfect destination for a romantic getaway or a family vacation.

1/2 Page

Colby Hill Inn
Colby Hill Inn is a historic resort hotel located in the heart of the White Mountains. It is a National Historic Landmark and a AAA Five Diamond Award winner. The resort offers a variety of amenities including a golf course, spa, and fine dining. It is a perfect destination for a romantic getaway or a family vacation.

1/4 Page

Center of New Hampshire Holiday Inn
The Center of New Hampshire Holiday Inn is a historic resort hotel located in the heart of the White Mountains. It is a National Historic Landmark and a AAA Five Diamond Award winner. The resort offers a variety of amenities including a golf course, spa, and fine dining. It is a perfect destination for a romantic getaway or a family vacation.

1/8 Page

Candlelite Inns
Candlelite Inns is a historic resort hotel located in the heart of the White Mountains. It is a National Historic Landmark and a AAA Five Diamond Award winner. The resort offers a variety of amenities including a golf course, spa, and fine dining. It is a perfect destination for a romantic getaway or a family vacation.

Expanded with Logo

Expanded with Logo
This ad size includes a logo and 50 words of copy. It is a perfect size for a small business or a local service.

Basic

Basic
This ad size includes 25 words of copy. It is a perfect size for a small business or a local service.

NH Store

NH Store
This ad size includes a logo and 40 words of copy. It is a perfect size for a small business or a local service.

Materials:

The Travel Guide is a formatted publication; submission of completed ads is not necessary as all ads are created by Glen Group to conform with the publication's format. All Travel Guide pricing includes production costs.

Copy/Words:

Copy count includes all words except your business name, address, phone and fax number(s), website and email address, and relevant symbols. If you exceed the number of allowed words for your ad size, your copy will be edited. Please email, mail or fax typed copy.

Photography:

All artwork—images and logos—are to be high resolution (300 dpi) and either 1-color (black) or 4-color (CMYK). All artwork—images and logos—should be in TIF, JPG or EPS format.

www.visitnh.gov

Deadline:

Contract year for www.visitnh.gov runs from **Feb. 1 through Feb. 1** with pro-rated rates available. Ads cannot be purchased on a month-to-month basis. All ads are contracted for a 12-month period and pro-rated for additional months.

www.visitnh.gov Pricing:

Ad Size	Details	Ad Cost*
1. Full Page300 words, 4 photos, 1 logo and link to website\$850
2. Expanded with Photo50 words, 1 photo OR logo and link to website\$425
3. Basic with Link10 words and link to website\$165
4. Level 1 Tile Ad	\$2500
Includes 1) Tile Ad on 1 specified Interior Page in upper section of page (132x100 pixels) and 2) Expanded ad w/ Photo (business name, address, phone, web, email, 1 photo and 50 words of copy describing your business) on any interior Category Section specified.		
5. Level 2 Tile Ad	\$4500
Includes 1) Tile Ad on Home Page—with scenic photo and your logo, created by Glen Group—and 2) Expanded ad w/ Photo (business name, address, phone, web, email, 1 photo and 50 words of copy describing your business) on any interior Category Section specified.		

*All www.visitnh.gov pricing includes production costs.

Sample View of www.visitnh.gov Ads

Accommodations
This section of the website displays various accommodation options in New Hampshire, including hotels, inns, and resorts. It features a search bar and filters to help users find the perfect place to stay.

Full Page Pop Out Window

Adworthy by the Sea
This full-page pop-out window features a scenic view of a coastal resort. It includes a detailed description of the resort's amenities and a call to action for visitors to book their stay.

Expanded w/ Photo Pop Out Window

Mountain Lake Inn
This expanded pop-out window features a large photo of a mountain lake resort. It provides more information about the resort's location, amenities, and booking details.

Level 1 Tile Ad (132 x 100 pixels)



Level 2 Tile Ad Main View



Roll Over View



Basic with Link



Details & Placement:

All ads include a link to advertiser's website.

Ads will be placed on www.visitnh.gov: **A.** By Category and **B.** By Region

All advertisements will be organized within the categories first by ad size and then alphabetically.

Materials:

All materials and payment are due with your insertion order. No ads will be uploaded to www.visitnh.gov until payment and materials are received in full.

Copy/Words:

Copy/words must be enclosed with your order form. Copy count includes all words except your business name, address, phone and fax number(s), website and email address. If you exceed the number of allowed words for your ad size, your copy will be edited. Please email, mail or fax typed copy.

Photography:

All artwork—images and logos—must be at least 72 dpi and either 1-color (black) or 4-color (CMYK). All artwork—images and logos—should be in TIF, JPG or EPS format.

NOTE: Images for advertisements on www.visitnh.gov can be taken directly from the advertiser's website, but these same images CANNOT be used in Travel Guide advertisements as the resolution is not high enough.

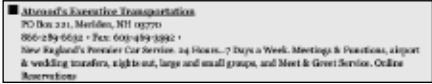
Online Planner—A special section of www.visitnh.gov for Group, Meeting and Event Planners

Deadline:
Contract year for www.visitnh.gov runs from **Feb. 1 through Feb. 1** with pro-rated rates available. Ads cannot be purchased on a month-to-month basis. All ads are contracted for a 12-month period and pro-rated for additional months.

Pricing:		
Ad Size	Details	Ad Cost*
1. Service Directory	20 words of copy & link to website; dedicated section sorted by category	\$250
2. Enhanced Service Directory	Logo , 20 words of copy & link to website; dedicated section sorted by category	\$300
3. Grid Listing	Listing, with link, in Accommodations, Attractions, Dining or Meeting Facilities Grid	\$165
4. Grid Listing with Detail Ad	Grid Listing plus pop-out ad w/ 2 photos, 1 logo, 100 words of copy & online RFP	\$395
5. Tile Ad on Online Planner Home Page	Tile ad (132 x 100 pixels) on Online Planner Home Page	\$2500
6. Tile Ad on Online Planner Interior Page	Tile ad (132 x 100 pixels) on Online Planner Interior Page	\$1500

*All Online Planner pricing includes production costs.

Service Directory



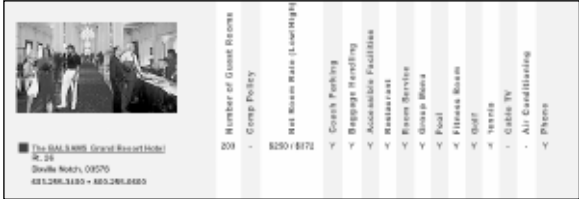
Enhanced Service Directory



Detail Ad with Online RFP



Grid Listing



Tile Ad
(132 x 100 pixels)



Details & Placement:

All ads include a link to advertiser's website.

Materials:

All materials and payment are due with your insertion order. No ads will be uploaded until payment and materials are received in full.

Copy/Words:

Copy/words must be enclosed with your order form. Copy count includes all words except your business name, address, phone and fax number(s), website and email address. If you exceed the number of allowed words for your ad size, your copy will be edited. Please email, mail or fax typed copy.

Photography:

All artwork—images and logos—must be at least 72 dpi and either 1-color (black) or 4-color (CMYK).

All artwork—images and logos—should be in TIF, JPG or EPS format.

NOTE: Images for advertisements on www.visitnh.gov can be taken directly from the advertiser's website, but these same images CANNOT be used in *Travel Guide* advertisements as the resolution is not high enough.

The Official New Hampshire E-Guide

Deadlines:

May 1, 2004 for 2004 Summer E-Guide;

August 1, 2004 for 2004 Fall E-Guide;

November 1, 2004 for 2004–2005 Winter E-Guide;

February 15, 2005 for 2005 Spring E-Guide.

E-Guide Pricing:

Ad Size	Details	Ad Cost*
Banner Ad	468 x 60 pixels	\$500
Additional Production Cost	If ad is produced by Glen Group	\$100

*Ad cost based upon advertiser advertisements. If ad is to be produced by Glen Group, the additional \$100 Production Cost applies. All advertiser-supplied advertisements are subject to the approval of The New Hampshire Division of Travel & Tourism Development.

Banner Ad (468 x 60 pixels)



Details:

All ads include a link to advertiser's website.

Materials:

All materials and payment are due with your insertion order. No ads will be produced or placed on the E-Guide until payment and materials are received in full.

Ads to be supplied by advertiser in a completed format **OR** created by Glen Group at the additional \$100 production charge. All advertiser-supplied advertisements are subject to approval by The New Hampshire Division of Travel & Tourism Development.

Photography:

All artwork—images and logos—should be in TIF, JPG or EPS format. Completed Banner ads should be at least 72 dpi.